

Derek Fletes

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Work Experience

Product Marketing Associate @ ZingChart & Pint Inc.

May 2016 - July 2018

- Created & implemented advertising, content, and search engine optimization strategies.
- Learned HTML, CSS, & JavaScript in order to create relevant software product demos as core part of content strategy
- Worked with front-end developers to analyze web metrics and implement testable interface changes to product website.

Product Marketing Associate @ Source Intelligence

March 2016 - May 2016

- Created & implemented content, social media, and search engine optimization strategies.
- Managed company LinkedIn and Twitter accounts.
- Wrote SEO optimized blog posts as core content strategy.

Product Marketing Associate @ Rocket Apps, Inc.

December 2015 - June 2016

- Created & implemented social media, content, and engagement strategies.
- Curated & created social media content.
- Contributed to product positioning ideas.

Independent Projects

Music Producer Forum (Designed with Sketch)

Tech Stack: React, Redux, Node, Express, MongoDB, Mongoose, Passport, Axios, CSS, & Next

Personal Blog & Portfolio (Designed with Sketch)

Tech Stack: React, Gatsby, GraphQL, Prism, & CSS

Expense Tracking Application

Tech Stack: React, Redux, Node, Express, Firebase, Sass, Webpack, & Babel

Education

BA Political Science @ University of California - Riverside

Fall 2014

Skills

Languages & Libraries

JavaScript / HTML / CSS /
React / Redux / Node /
Mongoose / Express /
Gatsby / Next

Databases

MongoDB / Firebase

Version Control

GitHub / GitLab

Certifications

ReactJS Udemy / NodeJS
Udemy

Interests

Professional

Web Design / Web
Application Development

Casual

Music Production / Sound
Design / Fitness /
Skateboarding / Rock
Climbing / Gaming